

**BruxZir®**  
Solid Zirconia Crowns & Bridges

*"More brawn than beauty"*

**SAVE \$10/unit**  
with enclosed Rx

See inside for a list of  
Authorized BruxZir® Laboratories

2011

BruxZir Authorized  
Rx Mailer

**TOP 100**  
PRODUCTS 2010

DENTISTRY TODAY

EXHIBIT 14  
WIT: Shuck  
DATE: 9-25-12  
L. Moskowitz, CSR 10816, RPR

# Authorized BruxZir® Laboratories

Call for case pickup at your preferred laboratory

| LABORATORY                              | CITY             | STATE        | PHONE                                   | LABORATORY                            | CITY                  | STATE        | PHONE        |
|---|------------------|--------------|---|---------------------------------------|-----------------------|--------------|--------------|
| Barksdale Dental Lab                    | Athens           | AL           | 256-232-1772                            | Watson-Polzin Dental Lab              | North Mankato         | MN           | 800-950-5079 |
| Oral Arts Dental Laboratories, Inc.     | Huntsville       | AL           | 800-354-2015                            | Keller Laboratories, Inc. **          | Fenton                | MO           | 800-325-3056 |
| Scrimshire Dental Studio                | Huntsville       | AL           | 800-633-2912                            | Mallow-Tru Dental Studio              | Lees Summit           | MO           | 800-444-3665 |
| Green Dental Laboratories, Inc.         | Heber Springs    | AR           | 800-247-1365                            | Oral Tech Dental Laboratory           | Pearl                 | MS           | 800-321-6201 |
| Continental Dental Laboratory           | Phoenix          | AZ           | 800-695-0155                            | The Freeman Center                    | Stallings             | NC           | 800-659-7636 |
| Dentek Dental Laboratory, Inc.          | Scottsdale       | AZ           | 877-433-6835                            | Kiss Kraft Dental Laboratory          | Omaha                 | NE           | 800-553-9522 |
| New West Dental Ceramics **             | Lake Havasu City | AZ           | 800-321-1614                            | H & O Dental Laboratory               | Manchester            | NH           | 800-543-4312 |
| Van Hook Dental Studio                  | Tempe            | AZ           | 800-387-4665                            | Excel Berger Dental Laboratory        | North Brunswick       | NJ           | 800-438-3384 |
| BDL Prosthetics **                      | Irving           | CA           | 800-411-9723                            | Ideal Dental Laboratory               | Albuquerque           | NM           | 800-998-6684 |
| Burbank Dental Laboratory Inc. **       | Burbank          | CA           | 800-336-3053                            | Las Vegas Digital Dental Solutions ** | Las Vegas             | NV           | 800-936-1848 |
| Continental Dental Laboratories         | Torrance         | CA           | 800-443-8048                            | Smile Design Dental Laboratory        | Port Washington       | NY           | 516-472-0890 |
| Dental Masters Laboratory               | Santa Rosa       | CA           | 800-368-8482                            | New Era Dental Arts, LLC              | Sylvania              | OH           | 800-971-8201 |
| Glidewell Laboratories **               | Newport Beach    | CA           | 800-564-7256                            | Salem Dental Laboratory               | Cleveland             | OH           | 800-747-5577 |
| Iverson Dental Laboratories             | Riverside        | CA           | 800-334-2057                            | Tooth Fairy Dental Lab                | Fridley               | OH           | 419-429-8181 |
| Nash Dental Lab, Inc.                   | Temecula         | CA           | 877-528-2522                            | Fluo Dental Laboratory                | Tulsa                 | OK           | 800-331-4650 |
| Nichols Dental Lab                      | Glendale         | CA           | 800-936-8552                            | Great Southwest Dental Laboratory     | Oklahoma City         | OK           | 800-777-1522 |
| Noel Laboratories, Inc.                 | San Luis Obispo  | CA           | 800-575-4442                            | Aggregate Dental Ceramics             | Medford               | OR           | 541-772-7220 |
| Precision Ceramics Dental Laboratory ** | Montclair        | CA           | 800-223-6322                            | Abensis Laboratories                  | Irwin                 | PA           | 800-734-3064 |
| Riverside Dental Ceramics **            | Riverside        | CA           | 800-321-9943                            | Fort Washington Dental Lab            | Fort Washington       | PA           | 215-628-4944 |
| Dodd Dental Laboratories                | New Castle       | DE           | 800-441-9005                            | Sherer Dental Laboratory              | Park Hill             | SC           | 800-845-1116 |
| Carlos Ceramics Dental Lab              | Miami            | FL           | 305-661-0260                            | Bauer Dental Studio                   | Michelle              | SD           | 800-952-3334 |
| Fox Dental Laboratory                   | Tampa            | FL           | 800-282-9054                            | Peterman Dental Laboratory            | Nashville             | TN           | 800-476-1670 |
| Hennessy Dental Laboratory              | Riviera Beach    | FL           | 800-694-6862                            | Rogers' Dental Laboratories           | Athens                | TN           | 800-278-6046 |
| Knight Dental Group                     | Oldsmar          | FL           | 800-359-2043                            | S & H Crown & Bridge Inc.             | Knoxville             | TN           | 888-506-1253 |
| TLC Dental Laboratory                   | Orlando          | FL           | 800-262-2547                            | Dental Dynamics Laboratory Inc.       | Arlington             | TX           | 817-792-3000 |
| New Image Dental Laboratory **          | Morrow           | GA           | 800-233-6785                            | Oral Designs Dental Laboratory, Inc.  | San Antonio           | TX           | 800-292-5516 |
| Oral Arts Dental Lab Georgia            | Chamblee         | GA           | 800-229-7645                            | Stern Empire Dental Laboratory        | Houston               | TX           | 800-229-0214 |
| The Lab 2000, Inc.                      | GA               | 800-239-3947 | Stern Reed Associates Dental Laboratory | Adison                                | TX                    | 800-388-8341 |              |
| Colonial Dental Studio                  | Davenport        | IA           | 800-397-1311                            | Stern Tyler Dental Laboratory         | Tyler                 | TX           | 800-926-1318 |
| Oral Arts Dental Lab Iowa               | Dubuque          | IA           | 800-747-3522                            | Treasure Dental Studio                | Salt Lake City        | UT           | 800-358-6444 |
| Dental Arts Laboratories, Inc.          | Peoria           | IL           | 800-322-2213                            | Art Dental Lab                        | Chantilly             | VA           | 888-645-7541 |
| Distinctive Dental Studio, Ltd.         | Naperville       | IL           | 800-552-7890                            | P & R Dental Lab Inc.                 | Alexandria            | VA           | 703-916-8866 |
| Ito & Koby Dental Studio                | Indianapolis     | IN           | 800-268-6684                            | Saber Dental Studio                   | Waukesha              | WI           | 800-355-3210 |
| Keller Dental Laboratory                | Louisville       | KY           | 800-292-1894                            | Midtown Dental Laboratory             | Charleston            | WV           | 800-392-3368 |
| Crown Dental Studio                     | Shreveport       | LA           | 800-551-8157                            | INTERNATIONAL SERVICING THE U.S.      |                       |              |              |
| Pfisterer-Audeier Dental Lab            | Metairie         | LA           | 800-288-8910                            | Smith-Sterling Dental Laboratories ** | Cartago, Costa Rica   |              | 800-479-5203 |
| Aronovitch Dental Laboratory            | Owings Mills     | MD           | 800-441-6647                            | Pacific Edge Dental Laboratories **   | Bala Calif., Mexico   |              | 800-389-9323 |
| Eliason Dental Lab                      | Portland         | ME           | 800-498-7861                            | EPS Dental Studio                     | Queretaro, MO, Mexico |              | 346-246-5203 |
| Dental Art Laboratories                 | Lansing          | MI           | 800-444-3744                            | CANADA                                |                       |              |              |
| D.H. Baker Dental Laboratories          | Traverse City    | MI           | 800-946-8840                            | Highland Dental Laboratory            | Calgary, AB, Canada   |              | 800-504-3199 |
| Excel Dental Studios Inc.               | Minneapolis      | MN           | 800-328-2568                            | Impact Dental Laboratory              | Ottawa, ON, Canada    |              | 800-668-4691 |
| Saber Dental Studio                     | Brooklyn Center  | MN           | 800-264-3903                            | Protek Dental Laboratories Ltd. **    | Vancouver, BC, Canada |              | 800-663-5488 |
| Thoile Dental Laboratory                | Watte Park       | MN           | 800-895-1115                            | Webster Dental Laboratory             | St. Paul              | MN           |              |
|   |                  |              | 800-621-3350                            |                                       |                       |              |              |

\*Also a Prismatic Clinical Zirconia Milling Center.

## BruxZir® is more brawn than beauty

Before



After



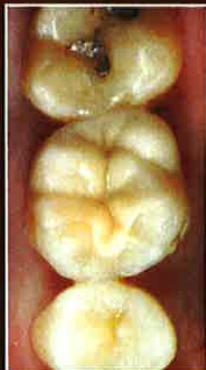
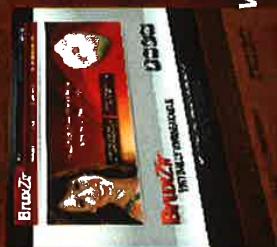
- ❖ Ideal for bruxers who have destroyed natural teeth or other restorations

- ❖ An esthetic alternative to posterior metal occlusal PFM's and cast gold crowns

- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia crown, bridge, screw-retained implant crown, inlay or onlay with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFM's and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.



For more  
information,  
visit  
[www.bruxzir.com](http://www.bruxzir.com)

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

**Authorized BruxZir® Laboratory Rx**

Dr. Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Patient Name \_\_\_\_\_

**Rx**  BruxZir Solid Zirconia

\*ZE0001\*

TOOTH NUMBER

FINAL SHADE



**Special BruxZir Rx Coupon Offer**

**Offer expires  
June 30, 2011**

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover).

2. Send this Rx coupon with your next case to save \$10 per unit\* (limit 3 units) off the list price of BruxZir Solid Zirconia.

\*Price may NOT include round-trip overnight shipping.

Limit one Rx coupon per case.

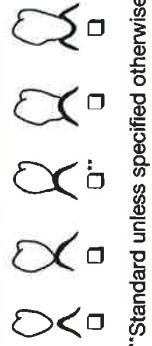
**No codes accepted.**

Not valid with any other offer.

**OCCLUSAL STAINING**

- None
- Light\*
- Medium
- Dark

**PONTIC DESIGN**



\*\*Standard unless specified otherwise

**ENCLOSED WITH CASE**

- Impression  Bite  Models
- Articulator  Photos
- Other: \_\_\_\_\_

License # \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**FOR LAB USE ONLY**  
TELEPHONE CALL RECORD

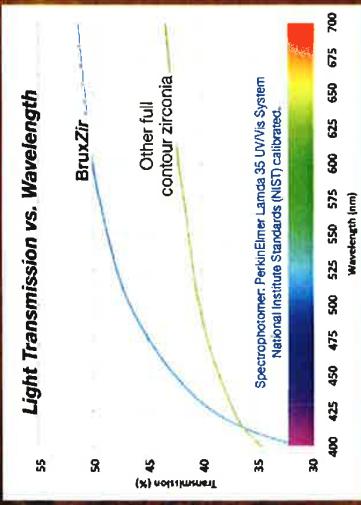
|                    |                          |                |
|--------------------|--------------------------|----------------|
| DR. _____          | PATIENT NAME _____       | RE: _____      |
| RESULT _____       | DATE DUE IN OFFICE _____ | INITIALS _____ |
| DATE OF CALL _____ |                          |                |

# BruxZir®: Scientific Validation

BruxZir® Solid Zirconia is uniquely colloidally processed without mechanical pressing or contaminate organic binders for enhanced aesthetics (patents pending).

## SEM of sintered isostatically pressed zirconia

## SEM of sintered colloidally processed BruxZir



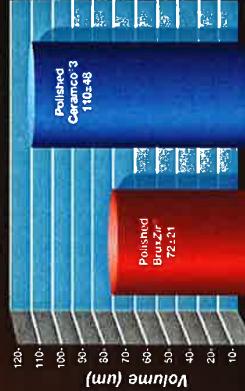
CAD/CAM processing ensures precision fit and occlusion



Notice the natural color and translucency of BruxZir Solid Zirconia



## Antagonist Wear Study

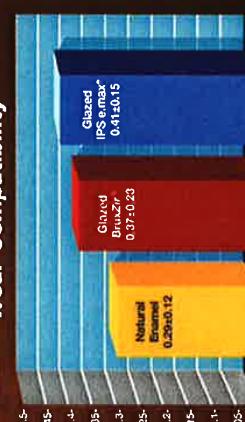


The antagonist wear study shows BruxZir only with 72±21 microns, which is significantly lower than Ceramco 3 (110±48 microns). The University of Tubingen study was run using an eight chamber Willitec Chewing Simulator at 1.2 million cycles.

BruxZir and Prismatic Clinical Zirconia are trademarks of Global Laboratories Ceramic is a registered trademark of DENTSPLY Ceramco. IPS e.max is a registered trademark of Vivadent.

GL-2557-011

## Wear Compatibility



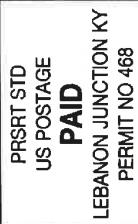
In a recent study at the University of Alabama at Birmingham to measure the volumetric loss of enamel, Glazed BruxZir was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

## High Flexural Strength



Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir exceeds that strength threshold, with flexural strengths up to 145 MPa.



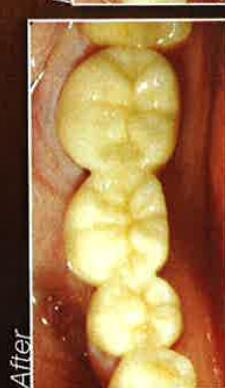


**BruxZir®**  
Solid Zirconia Crowns & Bridges



*See inside for a list of  
Authorized BruxZir® Laboratories*

## **BruxZir® Virtually Bulletproof**



This male patient presented with a broken PFM roundhouse bridge that had fractured between the two anterior abutments. The patient was not interested in multiple implants and was happy to have a new roundhouse bridge. Because BruxZir is virtually unbreakable, and because the patient had previously broken two PFM bridges, it was the most appealing solution.

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

# Guess which crown is **BruxZir**®



See inside for answer and a list of  
Authorized BruxZir Laboratories



# Authorized BruxZir® Laboratories

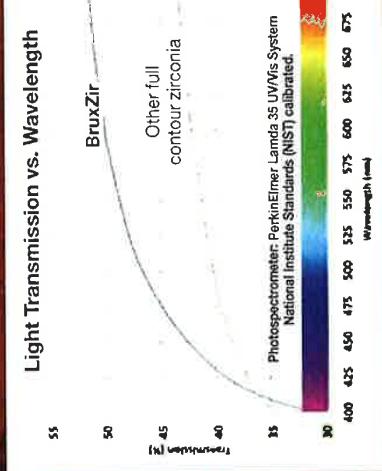
Call for case pickup at your preferred laboratory

| LABORATORY                              | CITY              | STATE        | PHONE                      | LABORATORY                              | CITY                      | STATE        | PHONE         |
|---|-------------------|--------------|----------------------------|---|---------------------------|--------------|---------------|
| Barkdale Dental Lab                     | Athens            | AL           | 256-232-1772               | Stewart Dental Laboratories             | Columbia                  | MO           | 866-724-5509  |
| Burdette Dental Lab Inc.                | Birmingham        | AL           | 800-624-5301               | Oral Tech Dental Laboratory             | Pearl                     | MS           | 800-321-6201  |
| Oral Arts Dental Laboratories, Inc.     | Huntsville        | AL           | 800-334-2075               | Carolina Outsource Inc.                 | Charlotte                 | NC           | 704-814-0644  |
| Scrimpshire Dental Studio               | Huntsville        | AL           | 800-633-2912               | Drake Precision Dental Laboratory       | Charlotte                 | NC           | 800-476-2771  |
| Green Dental Laboratories, Inc.         | Heber Springs     | AR           | 800-247-1385               | The Freeman Center                      | Stallings                 | NC           | 800-669-7636  |
| Continental Dental Laboratory           | Phoenix           | AZ           | 800-695-0155               | Kiss Kraft Dental Laboratory            | Omaha                     | NE           | 800-553-9522  |
| Dentek Dental Laboratory, Inc.          | Scottsdale        | AZ           | 877-433-6835               | H & O Dental Laboratory                 | Manchester                | NH           | 800-543-4312  |
| New West Dental Ceramics **             | Lake Havasu City  | AZ           | 800-321-1614               | Excel Berger Dental Laboratory          | North Brunswick           | NJ           | 800-438-3384  |
| Van Hook Dental Studio                  | Tempe             | AZ           | 800-987-4665               | Ideal Dental Laboratory                 | Albuquerque               | NM           | 800-936-6864  |
| BOL Prosthetics **                      | Irving            | CA           | 800-411-9723               | Las Vegas Digital Dental Solutions **   | Las Vegas                 | NV           | 800-936-1848  |
| Burlan Dental Laboratory Inc. **        | Burbank           | CA           | 800-336-3053               | Smile Design Dental Laboratory          | Port Washington           | NY           | 516-472-0580  |
| Continental Dental Laboratories         | Torrance          | CA           | 800-443-8048               | John Hager, CDT                         | New Albany                | OH           | 614-560-5667  |
| Dental Masters Laboratory               | Santa Rosa        | CA           | 800-368-8482               | New Era Dental Arts, LLC                | Sylvania                  | OH           | 800-971-8201  |
| GlideWell Laboratories **               | Newport Beach     | CA           | 800-854-7256               | Salem Dental Laboratory                 | Cleveland                 | OH           | 800-747-5577  |
| Nerson Dental Laboratories              | Riverside         | CA           | 800-324-2057               | Tooth Fairy Dental Lab                  | Findlay                   | OH           | 419-429-8181  |
| Nash Dental Lab, Inc.                   | Temecula          | CA           | 877-528-2522               | Fluid Dental Laboratory                 | Tulsa                     | OK           | 800-331-4650  |
| NEO Milling Center                      | Cerritos          | CA           | 562-404-4048               | Great Southwest Dental Laboratory       | Oklahoma City             | OK           | 800-777-1522  |
| Nichols Dental Lab                      | Glendale          | CA           | 800-936-8582               | Applegate Dental Ceramics               | Medford                   | OR           | 541-772-7729  |
| Noel Laboratories, Inc.                 | San Luis Obispo   | CA           | 800-575-4442               | Albenesi Laboratories                   | Irwin                     | PA           | 800-734-3064  |
| Perfect Smile Dental Ceramics, Inc.     | San Diego         | CA           | 877-729-5282               | Innovative Dental Arts                  | North Huntingdon          | PA           | 866-305-5434  |
| Precision Ceramics Dental Laboratory ** | Montclair         | CA           | 800-323-6322               | Fort Washington Dental Lab              | Washington                | DC           | 215-628-4944  |
| Riverside Dental Ceramics **            | Riverside         | CA           | 800-321-9943               | Sherer Dental Laboratory                | Rock Hill                 | SC           | 800-845-1116  |
| Robertson Dental Lab                    | Lompoc            | CA           | 800-585-3111               | Bauer Dental Studio                     | Mitchell                  | SD           | 800-952-3334  |
| Dodd Dental Laboratories                | DE                | 800-441-9005 | Peterman Dental Laboratory | Nashville                               | TN                        | 800-476-1670 |               |
| Carlos Ceramics Dental Lab              | Miami             | FL           | 305-661-0260               | Rogers' Dental Laboratories             | Athens                    | TN           | 800-278-6046  |
| DigiTech Dental Restorations            | Doral             | FL           | 888-336-301                | S & H Crown & Bridge Inc.               | Knoxville                 | TN           | 888-561-1233  |
| Fox Dental Laboratory                   | Tampa             | FL           | 800-282-9054               | Dental Dynamics Laboratory Inc.         | Arlington                 | TX           | 817-752-3000  |
| Hennessy Dental Laboratory              | Riviera Beach     | FL           | 800-694-6862               | Oral Designs Dental Laboratory, Inc.    | San Antonio               | TX           | 800-222-5516  |
| Knight Dental Group                     | Oldsmar           | FL           | 800-359-2043               | Stern Empire Dental Laboratory          | Houston                   | TX           | 800-229-0214  |
| TLC Dental Laboratory                   | Orlando           | FL           | 800-262-2547               | Stern Reed Associates Dental Laboratory | Addison                   | TX           | 800-888-8341  |
| New Image Dental Laboratory             | Chamblee          | GA           | 800-253-6785               | Stern Tyler Dental Laboratory           | Tyler                     | TX           | 800-956-1318  |
| Oral Arts Dental Lab Georgia            | Columbus          | GA           | 800-229-7645               | Treasure Dental Studio                  | Salt Lake City            | UT           | 800-35-6444   |
| The Lab 200, Inc.                       | Dubuque           | IA           | 800-239-3947               | Arrowhead Dental Laboratory             | Sandy                     | UT           | 817-752-3000  |
| Colonial Dental Studio                  | Dubuque           | IA           | 800-397-1311               | Via Digital Solutions                   | Sandy                     | UT           | 800-800-7200  |
| Oral Arts Dental Lab Iowa               | W                 | 800-747-7522 | Art Dental Lab             | Richmond                                | VA                        | 888-645-7541 |               |
| Artistic Dental Studio, Inc.            | Bolingbrook       | IL           | 800-753-0412               | Dominion Milling Center                 | Charlottesville           | VA           | 877-285-5225  |
| Dental Arts Laboratories, Inc.          | Peoria            | IL           | 800-322-2213               | P & R Dental Lab Inc.                   | West Point                | VA           | 703-916-8866  |
| Distinctive Dental Studio, Ltd.         | Naperville        | IL           | 800-552-7890               | The Point Dental Studio, LLC            | Waukesha                  | WI           | 804-337-5477  |
| Vitality Dental Arts                    | Arlington Heights | IL           | 800-349-0705               | Saber Dental Studio                     | Midtown Dental Laboratory | WI           | 800-355-3210  |
| Ito & Koby Dental Studio                | Indianapolis      | IN           | 800-288-6684               | Charleston                              | WV                        | 800-992-3368 |               |
| Keller Dental Laboratory                | Louisville        | KY           | 800-292-1894               | INTERNATIONAL SERVICING THE U.S.        |                           |              |               |
| Crown Dental Studio                     | Shreveport        | LA           | 800-551-8157               | Smith-Stirling Dental Laboratories **   | Cartago                   | Costa Rica   | 300-479-5203  |
| Pfister-Audier Dental Lab               | Metairie          | LA           | 800-288-8910               | Pacific Edge Dental Laboratories **     | Baja Calif.               | Mexico       | 300-849-9323  |
| Aronovitch Dental Laboratory            | Owings Mills      | MD           | 800-441-6647               | EPS Dental Studio                       | Cuernavaca, MO            | Mexico       | 346-246-5203  |
| Eliason Dental Lab                      | Portland          | ME           | 800-496-7881               |   |                           |              |               |
| Dental Art Laboratories                 | Lansing           | MI           | 800-444-2744               |   |                           |              |               |
| D.H. Baker Dental Laboratory            | Traverse City     | MI           | 800-946-8880               |   |                           |              |               |
| Exco Dental Studios Inc.                | Minneapolis       | MN           | 800-328-2568               | Highland Dental Laboratory              | Calgary, AB               | Canada       | 300-504-3199  |
| Saber Dental Studio                     | Brooklyn Center   | MN           | 800-264-3903               | Hollywood Smiles Dental Laboratory Ltd. | Burnaby, BC               | Canada       | 604-939-8118  |
| Thiele Dental Laboratory                | Waite Park        | MN           | 800-899-1115               | Premium Dental Laboratories Ltd. **     | Burnaby, BC               | Canada       | 604-224-2881  |
| Trachsel Dental Studio Inc.             | Rochester         | MN           | 800-831-2362               | Impact Dental Laboratories Ltd. **      | Vancouver, BC             | Canada       | 800-663-5448  |
| Webster Dental Laboratory               | St. Paul          | MN           | 800-621-3350               |   | Ottawa, ON                | Canada       | 800-668-4691  |
| Worson-Potzin Dental Lab                | North Mankato     | MN           | 800-950-5079               | INTERNATIONAL                           |                           |              |               |
| Keller Laboratories, Inc. **            | Fenton            | MO           | 800-323-3056               | GlideWell Europe GmbH                   | Kelkheim, Hesse           | Germany      | +49 6195 5077 |
| Mallow-Tru Dental Studio                | Lee's Summit      | MO           | 800-444-3685               |   |                           |              |               |

\*Also a Prismatik Clinical Zirconia Milling Center.

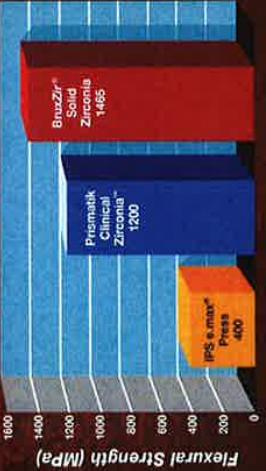
# BruxZir®. Scientific Validation

BruxZir Solid Zirconia is uniquely colloidally processed without mechanical pressing or contaminate organic binders for enhanced aesthetics (patents pending).



BruxZir exhibits higher light transmission, resulting in a more natural shade value.

## High Flexural Strength



Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir exceeds that strength threshold, with flexural strengths up to 1465 MPa.

BruxZir and Prismatik Clinical Zirconia are trademarks of Givaudan Laboratories. Ceramco is a registered trademark of DENTSPLY Ceramco. IPS e.max is a registered trademark of DENTSPLY Ceramco.

## SEM of sintered isostatically pressed zirconia



BruxZir's 50% smaller average grain size improves its physical properties.



Notice the natural color and translucency of BruxZir Solid Zirconia.

## Antagonist Wear Study



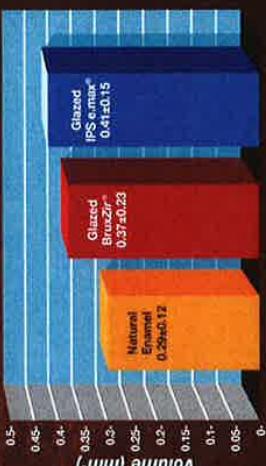
In a recent study at the University of Alabama at Birmingham to measure the volumetric loss of enamel, glazed BruxZir was found to wear compatible with enamel and virtually identical to glazed IPS e.max®.

## SEM of sintered colloidally processed BruxZir



BruxZir's physical properties are improved by its smaller average grain size.

## Wear Compatibility



The antagonistic wear shows BruxZir only with 72±21 microns, which is significantly lower than Ceramco 3 (110±48 microns). The University of Tübingen study was run using an eight chamber Willytec Chevalier Simulator at 1.2 million cycles.

GL-2357-0411

## BruxZir® is more broken than beauty

Before



After



*Answer from cover:* You are correct if you guessed that the BruxZir crown is on tooth #9! On this case, the patient presented with an all-ceramic crown on tooth #7, a natural unrestored tooth #8, an endodontically treated tooth #9 with a lingual fracture that required a full crown, and PFM crowns on teeth #10 and #11.



- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An esthetic alternative to metal occlusal PFM and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFM and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.

For more information, visit  
[www.bruxzir.com](http://www.bruxzir.com)



Clinical dentistry by Michael C. DiTolla, DDS, FAGD

**Authorized** **BruxZir®** **Laboratory** **RX**

**RX**  **BruxZir® Solid Zirconia**

Dr. Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Patient Name \_\_\_\_\_

\*VJ0001\*

**Special BruxZir® Rx Offer\***

**Offer expires  
September 30, 2011**

1. To schedule your case pickup, call an Authorized BruxZir® Laboratory (choose from list on inside front cover).

2. Send this Rx with your next case to save \$10 per unit\* (limit 3 units) off the list price of BruxZir® Solid Zirconia.

\*Price may NOT include round-trip overnight shipping.

Limit one Rx per case.

**No copies accepted.**

Not valid with any other offer.

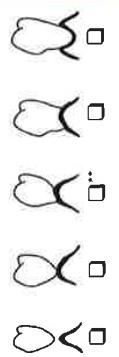
FINAL SHADE

TOOTH NUMBER

**OCCLUSAL STAINING**

- None
- Light\*\*
- Medium
- Dark

**PONTIC DESIGN**



\*\*Standard unless specified otherwise

**ENCLOSED WITH CASE**

- Impression  Bite  Models
- Articulator  Photos
- Other: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

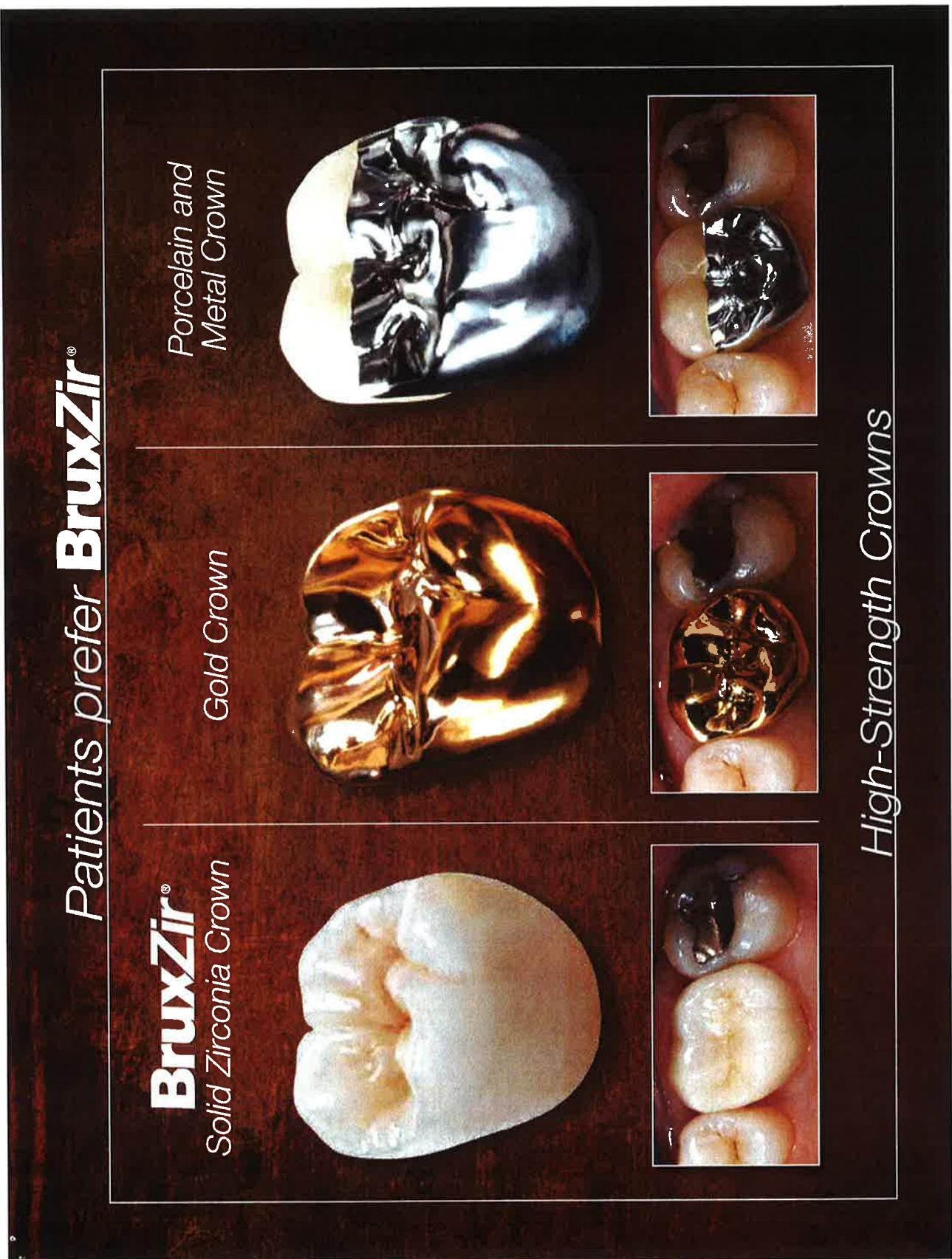
License # \_\_\_\_\_

**SPECIAL BRUXZIR Rx OFFER**



**FOR LAB USE ONLY**  
TELEPHONE CALL RECORD

|           |                    |                    |                          |
|-----------|--------------------|--------------------|--------------------------|
| DR. _____ | PATIENT NAME _____ | RESULT _____       | DATE DUE IN OFFICE _____ |
| RE: _____ | INITIALS _____     | DATE OF CALL _____ | INITIALS _____           |



**BruxZir®**  
Solid Zirconia Crowns & Bridges



See inside for a list of  
Authorized BruxZir® Laboratories

PRSR STD  
US POSTAGE  
**PAID**  
LEBANON JUNCTION KY  
PERMIT NO 468

## BruxZir® Virtually Bulletproof



Before



After



Before

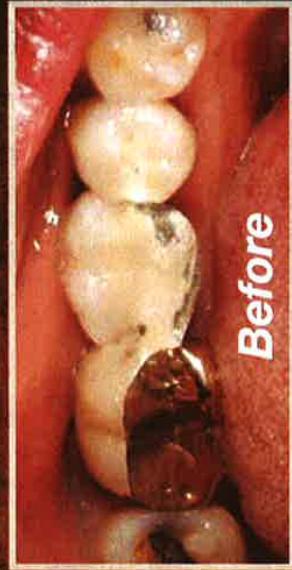


After

This male patient presented with a broken PFM roundhouse bridge that had fractured between the two anterior abutments. The patient was not interested in multiple implants and was happy to have a new roundhouse bridge. Because BruxZir is virtually unbreakable, and because the patient had previously broken two PFM bridges, it was the most appealing solution.

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

# BruxZir® Clinical Solution Series



Inadequate occlusal clearance can wreak havoc on PFM restorations as it did on this fractured PFM bridge. The patient would not accept a metal occlusal on the first molar and the porcelain fractured after 9 months.



This monolithic BruxZir bridge has been in place for 18 months. Since it has no porcelain on it, BruxZir is indicated for areas with limited occlusal reduction.

See inside for the expanding list of  
Authorized BruxZir Laboratories.

**SAVE**  
**\$10/unit\***  
with enclosed Rx's



# Authorized **BruxZir®** Laboratories

Call for case pickup at your preferred laboratory

| LABORATORY                                   | CITY                   | STATE    | PHONE        | LABORATORY                              | CITY                    | STATE    | PHONE        |
|--|------------------------|----------|--------------|---|-------------------------|----------|--------------|
| Barksdale Dental Lab .....                   | Athens .....           | AL ..... | 256-232-1772 | Oral Arts Dental Lab Georgia .....      | Atlanta .....           | GA ..... | 800-229-7645 |
| Burdette Dental Lab Inc. ....                | Birmingham .....       | AL ..... | 800-524-5301 | Ridge Craft Dental Laboratory .....     | Lagrange .....          | GA ..... | 800-516-0281 |
| Oral Arts Dental Laboratories, Inc. ....     | Huntsville .....       | AL ..... | 800-534-2075 | The Lab 2000, Inc. ....                 | Columbus .....          | GA ..... | 800-239-3947 |
| Parkway Dental Lab .....                     | Opelika .....          | AL ..... | 800-239-3512 | Colonial Dental Studio .....            | Davenport .....         | IA ..... | 800-397-1311 |
| Scrimshire Dental Studio .....               | Huntsville .....       | AL ..... | 800-633-2912 | Oral Arts Dental Lab Iowa .....         | Dubuque .....           | IA ..... | 800-747-3522 |
| Walker Dental Laboratory, Inc. ....          | Decatur .....          | AL ..... | 800-727-0705 | Artistic Dental Studio, Inc. ....       | Bolingbrook .....       | IL ..... | 800-755-0412 |
| Green Dental Laboratories, Inc. ....         | Heber Springs .....    | AR ..... | 800-247-1365 | Dental Arts Laboratories, Inc. ....     | Peoria .....            | IL ..... | 800-322-2213 |
| Continental Dental Laboratory .....          | Phoenix .....          | AZ ..... | 800-695-0155 | Distinctive Dental Studio, Ltd. ....    | Naperville .....        | IL ..... | 800-552-8290 |
| Dentek Dental Laboratory, Inc. ....          | Scottsdale .....       | AZ ..... | 877-433-6835 | Ottawa Dental Lab .....                 | Ottawa .....            | IL ..... | 800-851-8239 |
| New West Dental Ceramics** .....             | Lake Havasu City ..... | AZ ..... | 800-321-1614 | Rockert Dental Studio .....             | Wheaton .....           | IL ..... | 800-665-1401 |
| Van Hook Dental Studio .....                 | Tempe .....            | AZ ..... | 800-387-4665 | Vitality Dental Arts .....              | Arlington Heights ..... | IL ..... | 800-399-0705 |
| BDL Prosthetics** .....                      | Irvine .....           | CA ..... | 800-411-9723 | Ito & Koby Dental Studio .....          | Indianapolis .....      | IN ..... | 800-288-6684 |
| Burbank Dental Laboratory Inc.** .....       | Burbank .....          | CA ..... | 800-336-3053 | Keller Dental Laboratory .....          | Louisville .....        | KY ..... | 800-292-1894 |
| Continental Dental Laboratories .....        | Torrance .....         | CA ..... | 800-443-8048 | Crown Dental Studio .....               | Shreveport .....        | LA ..... | 800-551-8157 |
| Creative Porcelain .....                     | Oakland .....          | CA ..... | 800-470-4085 | Pfisterer-Auderer Dental Lab .....      | Metairie .....          | LA ..... | 800-288-8910 |
| Dental Masters Laboratory .....              | Santa Rosa .....       | CA ..... | 800-368-8482 | Aronovitch Dental Laboratory .....      | Owings Mills .....      | MD ..... | 800-441-6647 |
| Gildewell Laboratories** .....               | Newport Beach .....    | CA ..... | 800-854-7256 | Eliason Dental Lab .....                | Portland .....          | ME ..... | 800-498-7881 |
| Great Smile Dental Lab .....                 | Northridge .....       | CA ..... | 877-773-8815 | Apex Dental Milling .....               | Ann Arbor .....         | MI ..... | 866-755-4236 |
| Werson Dental Laboratories .....             | Riverside .....        | CA ..... | 800-334-2057 | Davison Dental Lab .....                | Flint .....             | MI ..... | 800-340-6971 |
| Nash Dental Lab, Inc. ....                   | Temecula .....         | CA ..... | 877-528-2522 | D.H. Baker Dental Laboratory .....      | Traverse City .....     | MI ..... | 800-946-8880 |
| NEO Milling Center .....                     | Cerritos .....         | CA ..... | 562-404-4048 | Dental Art Laboratories .....           | Lansing .....           | MI ..... | 800-444-3744 |
| Nichols Dental Lab .....                     | Glendale .....         | CA ..... | 800-936-8552 | Olson Dental Laboratory .....           | Clinton Township .....  | MI ..... | 800-482-3166 |
| Noel Laboratories, Inc. ....                 | San Luis Obispo .....  | CA ..... | 800-575-4442 | Excel Dental Studios Inc. ....          | Minneapolis .....       | MN ..... | 800-328-2568 |
| Perfect Smile Dental Ceramics, Inc. ....     | San Diego .....        | CA ..... | 877-729-5282 | Saber Dental Studio .....               | Brooklyn Center .....   | MN ..... | 800-264-3903 |
| Precision Ceramics Dental Laboratory** ..... | Montclair .....        | CA ..... | 800-223-6322 | Thoelle Dental Laboratory .....         | Wauke Park .....        | MN ..... | 800-899-1115 |
| Riverside Dental Ceramics** .....            | Riverside .....        | CA ..... | 800-321-9943 | Trachsel Dental Studio .....            | Rochester .....         | MN ..... | 800-831-2362 |
| Robertson Dental Lab .....                   | Lompoc .....           | CA ..... | 800-585-3111 | Webster Dental Laboratory .....         | St. Paul .....          | MN ..... | 800-621-3350 |
| Girathodontics, Ltd. ....                    | Lakewood .....         | CO ..... | 800-234-9515 | Wernison-Pozin Dental Lab .....         | North Mankato .....     | MN ..... | 800-950-5079 |
| Dodd Dental Laboratories .....               | New Castle .....       | DE ..... | 800-441-9005 | Keller Laboratories, Inc.** .....       | Fenton .....            | MO ..... | 800-325-3056 |
| Carlos Ceramics Dental Lab .....             | Miami .....            | FL ..... | 305-661-0260 | Mallow-Tru Dental Studio .....          | Lee's Summit .....      | MO ..... | 800-444-3685 |
| DigiTech Dental Restorations .....           | Doral .....            | FL ..... | 888-336-1301 | Stewart Dental Laboratories .....       | Columbia .....          | MO ..... | 866-724-5509 |
| Fox Dental Laboratory .....                  | Tampa .....            | FL ..... | 800-282-9054 | Oral Tech Dental Laboratory .....       | Pearl .....             | MS ..... | 800-321-6201 |
| Hennessy Dental Laboratory .....             | Riviera Beach .....    | FL ..... | 800-694-6862 | Carolina Outsource Inc. ....            | Charlotte .....         | NC ..... | 704-814-0644 |
| Knight Dental Group .....                    | Oldsmar .....          | FL ..... | 800-359-2043 | Drake Precision Dental Laboratory ..... | Charlotte .....         | NC ..... | 800-476-2771 |
| TLC Dental Laboratory .....                  | Orlando .....          | FL ..... | 800-262-2547 | The Freeman Center .....                | Stallings .....         | NC ..... | 800-559-7636 |
| New Image Dental Laboratory** .....          | Morrow .....           | GA ..... | 800-233-6785 | Kiess Kraft Dental Laboratory .....     | Omaha .....             | NE ..... | 800-553-9522 |

# Authorized **BruxZir®** Laboratories

Call for case pickup at your preferred laboratory

| LABORATORY                                    | CITY                   | STATE | PHONE        | LABORATORY   | CITY                   | STATE      | PHONE                |
|---|------------------------|-------|--------------|--|------------------------|------------|----------------------|
| H & O Dental Laboratory .....                 | Manchester .....       | NH    | 800-543-4312 | Via Digital Solutions .....                                  | Sandy .....            | UT         | 883-484-6842         |
| Excel Berger Dental Laboratory .....          | North Brunswick .....  | NJ    | 800-498-3384 | Art Dental Lab .....   | Chantilly .....        | VA         | 883-645-7541         |
| Ideal Dental Laboratory .....                 | Albuquerque .....      | NM    | 800-998-6684 | Dominion Milling Center .....                                | Richmond .....         | VA         | 877-285-5265         |
| Las Vegas Digital Solutions** .....           | Las Vegas .....        | NV    | 800-936-1848 | P & R Dental Lab Inc. .....                                  | Alexandria .....       | VA         | 703-916-8866         |
| Creo Dental .....                             | New York .....         | NY    | 212-302-3860 | The Point Dental Studio, LLC. .....                          | West Point .....       | VA         | 804-337-5477         |
| MobileTek Dental Labs .....                   | New York .....         | NY    | 917-747-7519 | Saber Dental Studio .....                                    | Waukesha .....         | WI         | 800-365-3210         |
| Smile Design Dental Laboratory .....          | Port Washington .....  | NY    | 516-472-0890 | Midtown Dental Laboratory .....                              | Charleston .....       | WV         | 800-992-3368         |
| John Hagler CDT .....                         | New Albany .....       | OH    | 614-560-5667 | <b>INTERNATIONAL SERVICING THE U.S.</b>                      |                        |            |                      |
| New Era Dental Arts, LLC .....                | Sylvania .....         | OH    | 800-971-8201 | Smith-Sterling Dental Laboratories** .....                   | Cartago .....          | Costa Rica | 800-479-5203         |
| Salem Dental Laboratory .....                 | Cleveland .....        | OH    | 800-747-5577 | Pacific Edge Dental Laboratories** .....                     | Baja California .....  | Mexico     | 800-889-9323         |
| Tooth Fairy Dental Lab .....                  | Findlay .....          | OH    | 419-429-3181 | EPS Dental Studio .....                                      | Cuernavaca .....       | MO, Mexico | 347-246-5203         |
| Fluid Dental Laboratory .....                 | Tulsa .....            | OK    | 800-331-4650 | <b>CANADA</b>  |                        |            |                      |
| Great Southwest Dental Laboratory .....       | Oklahoma City .....    | OK    | 800-777-1522 | Highland Dental Laboratory .....                             | Calgary .....          | AB, Canada | 800-504-3199         |
| Applegate Dental Ceramics .....               | Medford .....          | OR    | 541-772-7729 | Hollywood Smiles Dental Laboratory Ltd. .....                | Burnaby .....          | BC, Canada | 604-939-8118         |
| Albensi Laboratories .....                    | Irwin .....            | PA    | 800-734-3064 | Premium Dental Laboratories Ltd. .....                       | Burnaby .....          | BC, Canada | 604-294-2881         |
| Fort Washington Dental Lab .....              | Fort Washington .....  | PA    | 215-628-4944 | Protec Dental Laboratories Ltd.** .....                      | Vancouver .....        | BC, Canada | 800-663-5488         |
| Innovative Dental Arts .....                  | North Huntingdon ..... | PA    | 866-305-5434 | Impact Dental Laboratory .....                               | Ottawa .....           | ON, Canada | 800-668-4691         |
| Sherer Dental Laboratory .....                | Rock Hill .....        | SC    | 800-845-1116 | Carlton Dental Labs .....                                    | Prince Albert .....    | SK, Canada | 800-667-5525         |
| Bauer Dental Studio .....                     | Mitchell .....         | SD    | 800-952-3334 | <b>INTERNATIONAL</b>   |                        |            |                      |
| Peterman Dental Laboratory .....              | Nashville .....        | TN    | 800-476-1670 | Zahntechnik Schärl GmbH .....                                | Amberg .....           | Germany    | 49 (0) 9621 3790     |
| R-Dent Dental Laboratory .....                | Bartlett .....         | TN    | 877-733-6848 | Triton Dental GmbH .....                                     | Düsseldorf .....       | Germany    | 0211 1596 4490       |
| Rogers' Dental Laboratories .....             | Athens .....           | TN    | 800-278-5046 | Boger Zahntechnik GmbH&Co.KG .....                           | Hamburg .....          | Germany    | 49 (0) 40 43 11 41   |
| S & H Crown & Bridge, Inc. .....              | Knoxville .....        | TN    | 888-506-1263 | Avantgard Dentaltechnik GmbH .....                           | Leipzig .....          | Germany    | 45 (0) 341 69 64 00  |
| Wade Dental Ceramics .....                    | Maryville .....        | TN    | 865-982-4324 | Glidewell Europe GmbH .....                                  | Kelkheim/Ts. .....     | Germany    | 49 (0) 6195 5077     |
| Affordable Cosmetic Laboratories .....        | Arlington .....        | TX    | 860-258-0678 | Dental Labor Kock GmbH .....                                 | Pritzwalk .....        | Germany    | 49 (0) 3395 30 21 65 |
| Crystal Dental Ceramics .....                 | Richardson .....       | TX    | 972-680-1660 | Dental-Labor Volkmer GmbH&Co.KG .....                        | Rheine .....           | Germany    | 49 (0) 5971 92 950   |
| Dental Dynamics Laboratory Inc. .....         | Arlington .....        | TX    | 800-640-8112 | Dental Labor Kock GmbH .....                                 | Ritterberg .....       | Germany    | 49 (0) 38322 5350    |
| Oral Designs Dental Laboratory, Inc. .....    | San Antonio .....      | TX    | 800-292-5516 | Boger Zahntechnik GmbH&Co.KG .....                           | Schwerin .....         | Germany    | 49 (0) 355 64 44 80  |
| Stern Empire Dental Laboratory .....          | Houston .....          | TX    | 800-229-0214 | ZTM Ralf Mail .....  | Oberndorf/Neckar ..... | Germany    | 49 (0) 7423 920 450  |
| Stern Reed Associates Dental Laboratory ..... | Addison .....          | TX    | 800-888-8341 | Zahntechnik Manfred Schmidt .....                            | Offenburg .....        | Germany    | 49 (0) 781 24 061    |
| Stern Tyler Dental Laboratory .....           | Tyler .....            | TX    | 800-926-1318 | Dentec B+S GmbH .....  | Überlingen .....       | Germany    | 49 (0) 7551 944 5971 |
| Arrowhead Dental Laboratory .....             | Sandy .....            | UT    | 800-800-7200 | Dental Labor Kock GmbH&Co.KG .....                           | Wassenhorst .....      | Germany    | 49 (0) 5407 83 820   |
| Crystarr Dental Design .....                  | Salt Lake City .....   | UT    | 800-343-2488 | M. Heijens Dentallabor GmbH .....                            | Geldern .....          | Germany    | 49 (0) 2831 973 100  |
| Evolution Dental Studio .....                 | Draper .....           | UT    | 801-432-7446 | <b>**Also a Prismatic Clinical Zirconia® Milling Center.</b> |                        |            |                      |
| Treasure Dental Studio .....                  | Salt Lake City .....   | UT    | 800-358-6444 |  |                        |            |                      |

SPECIAL BRUXZIR Rx OFFER

**Authorized** **BruxZir®** **Laboratory** **Rx**

Lab Name \_\_\_\_\_  
Dr. Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone # \_\_\_\_\_  
Patient Name \_\_\_\_\_  
Deliver by 5 p.m. on \_\_\_\_\_  Male  Female

**Offer expires  
October 31, 2011**

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover). \*Price may NOT include round-trip overnight shipping.
2. Send this Rx with your next case to save \$10 per unit\* (limit 3 units) off the list price of BruxZir Solid Zirconia.

*No copies accepted.*

Limit one Rx per case.

Not valid with any other offer.

**Special BruxZir Rx Offer\***

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover).
2. Send this Rx with your next case to save \$10 per unit\* (limit 3 units) off the list price of BruxZir Solid Zirconia.

**TOOTH NUMBER**

**FINAL SHADE**

**Rx**  BruxZir Solid Zirconia

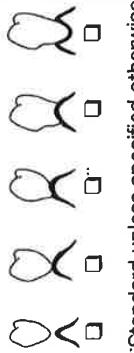
\*UR0001\*



**OCCLUSAL STAINING**

None  Light\*  
 Medium  Dark

**PONTIC DESIGN**



\*Standard unless specified otherwise

**ENCLOSED WITH CASE**

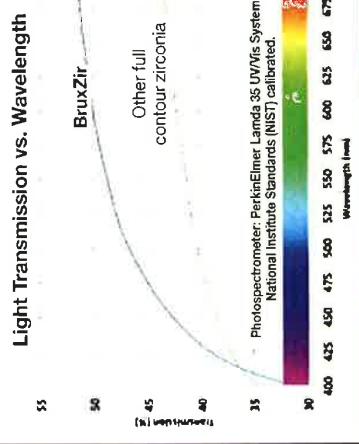
Impression  Bite  Models  
 Articulator  Photos  
 Other: \_\_\_\_\_

Signature \_\_\_\_\_ License # \_\_\_\_\_ Date \_\_\_\_\_

**FOR LAB USE ONLY**  
TELEPHONE CALL RECORD

# BruxZir®. Scientific Validation

BruxZir® Solid Zirconia is uniquely colloidal-processed without mechanical pressing or contaminate organic binders, for enhanced aesthetics (patents pending).



BruxZir exhibits higher light transmission, resulting in a more natural shade value.

## High Flexural Strength



Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir exceeds that strength threshold, with flexural strengths up to 1465 MPa.

BruxZir® and Photonic Clinical Zirconia are trademarks of Gudewell Laboratories. Cerecoco® is a registered trademark of Dentsply Y. Cerecoco.

## SEM of sintered isostatically pressed zirconia

JEOL 18KV X28,000 L81

BruxZir's 50% smaller average grain size improves its physical properties.



Notice the natural color and translucency of BruxZir® Solid Zirconia.

## SEM of sintered colloidal processed BruxZir

JEOL 18KV X28,000 L81

BruxZir's 50% smaller average grain size improves its physical properties.



Notice the natural color and translucency of BruxZir® Solid Zirconia.

## Antagonist Wear Study



The antagonist (Steatite ball(s) wear shows BruxZir only with  $72 \pm 21$  microns, which is significantly lower than Ceraneco 3 ( $110 \pm 48$  microns). The University of Tubingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

1. White of Enamel on Polished and Glazed Zirconia. Shah S, Michelson C, Bruck F, et al. 2010; Washington, DC: AADP Abstract #12915.

## Wear Compatibility



In a recent study<sup>1</sup> to measure the volumetric loss of enamel, glazed BruxZir was found to wear comparable with enamel and virtually identical to glazed IPS e.max.

1. White of Enamel on Polished and Glazed Zirconia. Shah S, Michelson C, Bruck F, et al. 2010; Washington, DC: AADP Abstract #12915.

GL-2357-011

# BruxZir® is more brawn than beauty



*Before*



*After*



- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An esthetic alternative to metal occlusal PFM's and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir® Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFM's and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir® restoration emerges virtually chip-proof and is glazed to a smooth surface.



For more information, visit [www.bruxzir.com](http://www.bruxzir.com)

Turn this page to see list of Authorized BruxZir Laboratories

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

**BruxZir®**  
Solid Zirconia Crowns & Bridges



*See inside for the expanding list of  
Authorized BruxZir Laboratories*

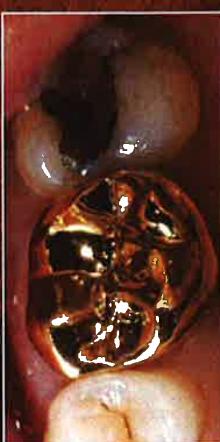
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US POSTAGE  
**PAID**  
LEBANON JUNCTION KY  
PERMIT NO 468

*Patients prefer BruxZir®*

Porcelain and  
Metal Crown



Gold Crown



Solid Zirconia Crown



**BruxZir**

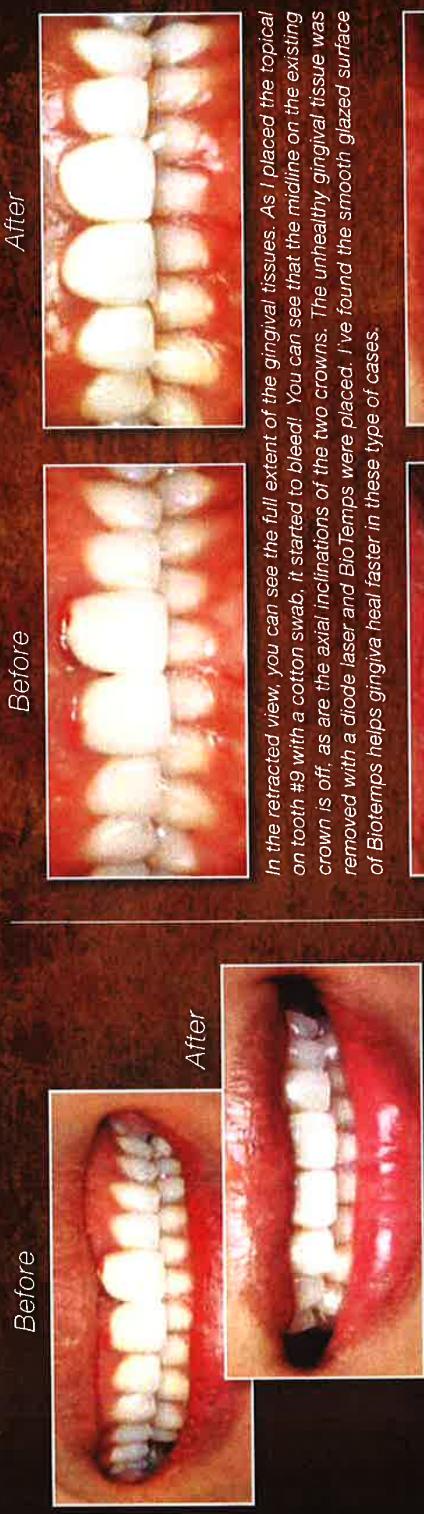
# Which teeth are **BruxZir®** crowns?



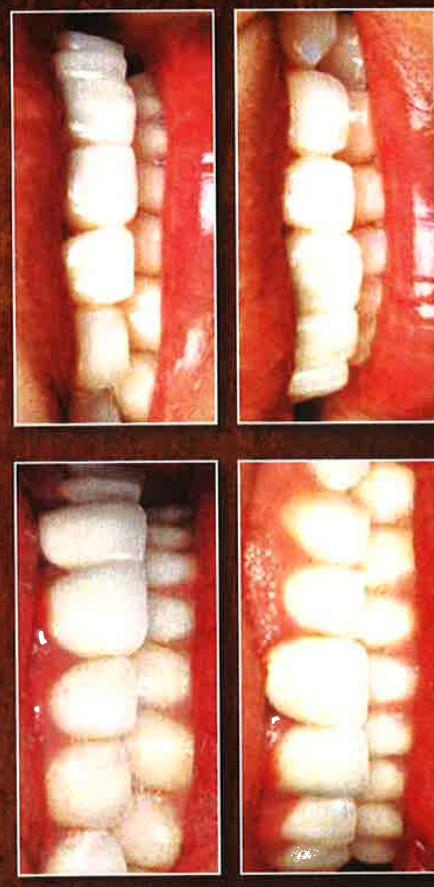
*See inside for answer and a list of  
Authorized BruxZir Laboratories*



## BruxZir® Solid Zirconia is more drawn than beauty



In the retracted view, you can see the full extent of the gingival tissues. As I placed the topical on tooth #9 with a cotton swab, it started to bleed! You can see that the midline on the existing crown is off, as are the axial inclinations of the two crowns. The unhealthy gingival tissue was removed with a diode laser and BioTemps were placed. I've found the smooth glazed surface of BioTemps helps gingiva heal faster in these type of cases.



Answer from cover: The BruxZir crowns were done on tooth #8 and #9. As you can see in the non-retracted before photo, the patient had two pre-existing high value PFM's. As I cut through them the copings appeared to be base metal. When you look at the condition of the gingiva in the before photo, was this possibly a base metal allergy? It helped with my decision to go with BruxZir all-ceramic (solid zirconia) crowns.

- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An aesthetic alternative to metal occlusal PFM's and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. You'll be impressed by its aesthetics when prescribed instead of metal occlusal PFM's and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.

As you view the crowns in the lateral smile view, you will notice the flat facial profiles of these crowns. This is much more difficult to achieve with bi-layered restorations such as porcelain fused to metal or porcelain fused to zirconia. Since a BruxZir zirconia restoration is monolithic (one layer), it is much easier to achieve desirable contours.

Clinical dentistry by Michael C. DiTella, DDS, FAGD

For more information, visit  
[www.bruzzir.com](http://www.bruzzir.com)

## Authorized **BruxZir®** Laboratories

Call for case pickup at your preferred laboratory

| LABORATORY                             | CITY             | STATE | PHONE        | LABORATORY                      | CITY              | STATE | PHONE        |
|--|------------------|-------|--------------|---------------------------------|-------------------|-------|--------------|
| Barksdale Dental Lab                   | Athens           | AL    | 256-232-1772 | Oral Arts Dental Lab Georgia    | Chamblee          | GA    | 800-229-7645 |
| Burdette Dental Lab Inc.               | Birmingham       | AL    | 800-624-5301 | P & W Dental Studios LLC        | Cumming           | GA    | 877-955-8757 |
| Oral Arts Dental Laboratories, Inc.    | Huntsville       | AL    | 800-354-2075 | Ridge Craft Dental Laboratory   | Lagrange          | GA    | 800-516-0281 |
| Parkway Dental Lab                     | Opelika          | AL    | 800-239-3512 | The Lab 2000, Inc.              | Columbus          | GA    | 800-239-3947 |
| Scrimshire Dental Studio               | Huntsville       | AL    | 800-633-2912 | Colonial Dental Studio          | Davenport         | IA    | 800-397-1311 |
| Walker Dental Laboratory, Inc.         | Decatur          | AL    | 800-727-0705 | Oral Arts Dental Lab Iowa       | Dubuque           | IA    | 800-747-3522 |
| Green Dental Laboratories, Inc.        | Heber Springs    | AR    | 800-247-1365 | Artistic Dental Studio, Inc.    | Bolingbrook       | IL    | 800-755-0412 |
| Continental Dental Laboratory          | Phoenix          | AZ    | 800-695-0155 | Dental Arts Laboratories, Inc.  | Peoria            | IL    | 800-322-2213 |
| Dentek Dental Laboratory, Inc.         | Scottsdale       | AZ    | 877-433-6835 | Distinctive Dental Studio, Ltd. | Naperville        | IL    | 800-552-7890 |
| New West Dental Ceramics**             | Lake Havasu City | AZ    | 800-321-1614 | Ottawa Dental Lab               | Ottawa            | IL    | 800-851-8239 |
| Van Hook Dental Studio                 | Tempe            | AZ    | 800-987-4965 | Rockert Dental Studio           | Wheaton           | IL    | 800-655-1401 |
| A & M Dental Laboratories              | Santa Ana        | CA    | 800-487-8051 | Vitality Dental Arts            | Arlington Heights | IL    | 800-399-0705 |
| BDL Prosthetics**                      | Irving           | CA    | 800-411-9723 | Ito & Koby Dental Studio        | Indianapolis      | IN    | 800-288-6684 |
| Bigler Dental Ceramics                 | Tustin           | CA    | 714-832-9251 | Myron's Dental Laboratory       | Kansas City       | KS    | 800-399-7111 |
| Continental Dental Laboratories        | Torrance         | CA    | 800-443-8048 | Keller Dental Laboratory        | Louisville        | KY    | 800-292-1894 |
| Creative Porcelain                     | Oakland          | CA    | 800-470-4085 | Crown Dental Studio             | Shreveport        | LA    | 800-551-8157 |
| Dental Masters Laboratory              | Santa Rosa       | CA    | 800-368-8482 | Pfisterer-Auderer Dental Lab    | Metairie          | LA    | 800-288-6684 |
| Gildewell Laboratories**               | Newport Beach    | CA    | 800-854-7256 | Arcani Dental Lab               | Wakefield         | MA    | 800-399-7111 |
| Great Smile Dental Lab                 | Northridge       | CA    | 877-773-8815 | Aronovitch Dental Laboratory    | Owings Mills      | MD    | 800-441-6647 |
| Iverson Dental Laboratories            | Riverside        | CA    | 800-334-2057 | Elaison Dental Lab              | Portland          | ME    | 800-498-7881 |
| Nash Dental Lab, Inc.                  | Temecula         | CA    | 877-528-2522 | Apex Dental Milling             | Ann Arbor         | MI    | 866-755-4236 |
| NEO Milling Center                     | Cerritos         | CA    | 562-404-4048 | Artistic Dental Lab             | Allen Park        | MI    | 781-213-3434 |
| Nichols Dental Lab                     | Glendale         | CA    | 800-936-8552 | D.H. Baker Dental Laboratory    | Traverse City     | MI    | 800-441-6647 |
| Noel Laboratories, Inc.                | San Luis Obispo  | CA    | 800-575-4442 | Davison Dental Lab              | Flint             | MI    | 800-340-6971 |
| Perfect Smile Dental Ceramics, Inc.    | San Diego        | CA    | 877-729-5282 | Dental Art Laboratories         | Lansing           | MI    | 800-444-3744 |
| Precision Ceramics Dental Laboratory** | Montclair        | CA    | 800-223-6322 | Olson Dental Laboratory         | Clinton Township  | MI    | 800-442-3166 |
| Riverside Dental Ceramics**            | Riverside        | CA    | 800-321-9943 | Excel Dental Studios Inc.       | Minneapolis       | MN    | 800-328-2568 |
| Robertson Dental Lab                   | Lompoc           | CA    | 800-585-3111 | Harrison Dental Studio          | West St. Paul     | MN    | 800-899-2264 |
| Gnathodontics, Ltd.                    | Lakewood         | CO    | 800-234-9515 | Saber Dental Studio             | Brooklyn Center   | MN    | 800-294-3903 |
| Dodd Dental Laboratories               | New Castle       | DE    | 800-441-9005 | Thoale Dental Laboratory        | Waite Park        | MN    | 800-899-1115 |
| Carlos Ceramics Dental Lab             | Miami            | FL    | 305-661-0260 | Trachsel Dental Studio Inc.     | Rochester         | MN    | 800-831-2362 |
| DigiTech Dental Restorations           | Doral            | FL    | 888-336-1301 | Webster Dental Laboratory       | St. Paul          | MN    | 800-621-3350 |
| Fox Dental Laboratory                  | Tampa            | FL    | 800-282-9054 | Womson-Polzin Dental Lab        | North Mankato     | MN    | 800-950-5079 |
| Hennessy Dental Laboratory             | Riviera Beach    | FL    | 800-694-6862 | Keller Laboratories, Inc.**     | Fenton            | MO    | 800-325-3056 |
| Knight Dental Group                    | Orlidsman        | FL    | 800-359-2043 | Mallow-Fru Dental Studio        | Lee's Summit      | MO    | 800-444-3685 |
| TLC Dental Laboratory                  | Orlando          | FL    | 800-262-2547 | Stewart Dental Laboratories     | Columbia          | MO    | 866-724-5509 |
| New Image Dental Laboratory**          | Morrow           | GA    | 800-233-6755 | Oral Tech Dental Laboratory     | Pearl             | MS    | 800-321-6201 |

## Authorized **BruxZir®** Laboratories

Call for case pickup at your preferred laboratory

| LABORATORY  | CITY             | STATE | PHONE        | LABORATORY                           | CITY              | STATE      | PHONE        |
|---|------------------|-------|--------------|--------------------------------------|-------------------|------------|--------------|
| Carolina Outsource Inc.                               | Charlotte        | NC    | 704-814-0644 | PCB Dental Lab                       | Richardson        | TX         | 672-671-3894 |
| Drake Precision Dental Laboratory                     | Charlotte        | NC    | 800-476-2771 | Stern Empire Dental Laboratory       | Houston           | TX         | 800-229-0214 |
| Natural Ceramics Inc.                                 | Fayetteville     | NC    | 910-425-8296 | Stern Read Assoc. Dental Laboratory  | Addison           | TX         | 800-888-8341 |
| The Freeman Center                                    | Stallings        | NC    | 800-659-7636 | Stem Tyler Dental Laboratory         | Tyler             | TX         | 800-926-1318 |
| Kiss Kraft Dental Laboratory                          | Omaha            | NE    | 800-553-8522 | Arrowhead Dental Laboratory          | Sandy             | UT         | 800-800-7200 |
| H & O Dental Laboratory                               | Manchester       | NH    | 800-543-4312 | Crystar Dental Design                | Salt Lake City    | UT         | 800-343-2488 |
| Excel Berger Dental Laboratory                        | North Brunswick  | NJ    | 800-438-3384 | Evolution Dental Studio              | Draper            | UT         | 801-432-7446 |
| Ideal Dental Laboratory                               | Albuquerque      | NM    | 800-938-6684 | Precision Milling Center             | West Valley City  | UT         | 877-810-6210 |
| Las Vegas Digital Dental Solutions**                  | Las Vegas        | NV    | 800-936-1848 | Treasure Dental Studio               | Salt Lake City    | UT         | 800-358-6444 |
| Creo Dental   | New York         | NY    | 212-302-3860 | Via Digital Solutions                | Sandy             | UT         | 888-484-6842 |
| Elegant Dental Laboratories                           | Brooklyn         | NY    | 877-335-5221 | Apex Dental Laboratory               | Midlothian        | VA         | 804-763-0420 |
| MobileTek Dental Labs                                 | New York         | NY    | 917-747-7519 | Art Dental Lab                       | Chantilly         | VA         | 888-645-7541 |
| Smile Design Dental Laboratory                        | Port Washington  | NY    | 516-472-0890 | Dominion Milling Center              | Richmond          | VA         | 877-285-5285 |
| AccuTech Dental Lab                                   | Reynoldsburg     | OH    | 614-751-9888 | NextTek Dental Studios               | Manassas          | VA         | 800-678-7354 |
| John Hager, CDT                                       | New Albany       | OH    | 614-560-5667 | P & R Dental Lab Inc.                | Alexandria        | VA         | 703-916-8866 |
| New Era Dental Arts, LLC                              | Sylvania         | OH    | 800-971-8201 | The Point Dental Studio, LLC         | West Point        | VA         | 804-337-5477 |
| Northwest Ceramics Inc.                               | Columbus         | OH    | 614-451-9897 | Saber Dental Studio                  | Waukesha          | WI         | 800-365-3210 |
| Salem Dental Laboratory                               | Cleveland        | OH    | 800-747-5577 | Midtown Dental Laboratory            | Charleston        | WV         | 800-992-3368 |
| Tooth Fairy Dental Lab                                | Findlay          | OH    | 419-429-8181 |                                      |                   |            |              |
| Fluid Dental Laboratory                               | Tulsa            | OK    | 800-331-4650 |                                      |                   |            |              |
| Great Southwest Dental Laboratory                     | Oklahoma City    | OK    | 800-777-1522 | Highland Dental Laboratory           | Calgary, AB       | Canada     | 800-504-3199 |
| Applegate Dental Ceramics                             | Medford          | OR    | 541-772-7729 | Hollywood Smiles Dental Lab, Ltd.    | Burnaby, BC       | Canada     | 604-939-8118 |
| Albensi Laboratories                                  | Irwin            | PA    | 800-734-3064 | Premium Dental Laboratories Ltd.     | Burnaby, BC       | Canada     | 604-294-2881 |
| Innovative Dental Arts                                | North Huntingdon | PA    | 866-305-5434 | Protec Dental Laboratories Ltd.**    | Vancouver, BC     | Canada     | 800-663-5488 |
| Thayer Dental Laboratory                              | Mechanicsburg    | PA    | 800-382-1240 | Impact Dental Laboratory             | Ottawa, ON        | Canada     | 800-668-4691 |
| Sheier Dental Laboratory                              | Rock Hill        | SC    | 800-845-1116 | Smile Designs                        | Guelph, ON        | Canada     | 519-836-1100 |
| Bauer Dental Studio                                   | Mitchell         | SD    | 800-952-3334 | Carlton Dental Labs                  | Prince Albert, SK | Canada     | 800-667-5525 |
| Dental Prosthetics Lab.                               | Clarksville      | TN    | 931-647-2917 |                                      |                   |            |              |
| Peterman Dental Laboratory                            | Nashville        | TN    | 800-476-1670 |                                      |                   |            |              |
| R•Dent Dental Laboratory                              | Bartlett         | TN    | 877-733-6848 | INTERNATIONAL SERVICING THE U.S.     |                   |            |              |
| Rogers' Dental Laboratories                           | Athens           | TN    | 800-278-6046 | Smith-Sterling Dental Laboratories** | Cartago           | Costa Rica | 800-479-5203 |
| S & H Crown & Bridge Inc.                             | Knoxville        | TN    | 888-506-1263 | EPS Dental Studio                    | Cuernavaca, MO    | Mexico     | 346-246-5203 |
| Wade Dental Ceramics                                  | Maryville        | TN    | 865-982-4324 | Pacific Edge Dental Laboratories**   | Baja Calif.       | Mexico     | 800-889-9323 |
| Affordable Cosmetic Laboratories                      | Arlington        | TX    | 860-258-0678 |                                      |                   |            |              |
| Crystal Dental Ceramics                               | Richardson       | TX    | 972-680-1660 |                                      |                   |            |              |
| Dental Dynamics Laboratory Inc.                       | Arlington        | TX    | 800-640-8112 |                                      |                   |            |              |
| Oral Designs Dental Laboratory, Inc.                  | San Antonio      | TX    | 800-292-5516 |                                      |                   |            |              |
| <hr/>   |                  |       |              |                                      |                   |            |              |
| **Also a Prismatik Clinical Zirconia™ Milling Center. |                  |       |              |                                      |                   |            |              |
| <hr/>   |                  |       |              |                                      |                   |            |              |
| INTERNATIONAL   |                  |       |              |                                      |                   |            |              |
| Glidewell Europe GmbH                                 |                  |       |              |                                      |                   |            |              |
| Kielkheim, Hesse, Germany                             |                  |       |              |                                      |                   |            |              |
| +49 6195 5077   |                  |       |              |                                      |                   |            |              |

**Authorized BruxZir® Laboratory Rx**

Lab Name \_\_\_\_\_  
Dr. Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone # \_\_\_\_\_  
Patient Name \_\_\_\_\_  Male  Female

**Rx**  BruxZir Solid Zirconia

**Special BruxZir Rx Offer\***

**Offer expires  
March 31, 2012**

1. To schedule your case pickup, call an Authorized BruxZir laboratory (choose from list on inside front cover).
2. Send this Rx with your next case to save \$10 per unit\* (limit 3 units) off the list price of BruxZir Solid Zirconia.

\*QX0001\*

**TOOTH NUMBER**

**SPECIAL BRUXZIR Rx OFFER**

**OCCLUSAL STAINING**

None  Light\*  
 Medium  Dark

**PONTIC DESIGN**



\*\*Standard unless specified otherwise

**ENCLOSED WITH CASE**

Impression  Bite  Models  
 Articulator  Photos  
 Other: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

License # \_\_\_\_\_

**FOR LAB USE ONLY**  
TELEPHONE CALL RECORD

DATE DUE IN OFFICE

DATE OF CALL \_\_\_\_\_ INITIALS \_\_\_\_\_

# BruxZir® Zirconia Scientific Validation

**BruxZir® Solid Zirconia** crowns & bridges are made from the highest quality zirconia powder from Japan. We chemically and physically reprocess the powder to further reduce the zirconia particle sizes. BruxZir milling blanks are then created through a unique patent-pending process. Unlike conventional high-pressure milling blank manufacture, our processing gives BruxZir zirconia improved light transmission, which provides a lower, more natural shade value.

**Light Transmission vs. Wavelength**

| Wavelength (nm) | BruxZir zirconia | Other full contour zirconia | Natural Enamel |
|-----------------|------------------|-----------------------------|----------------|
| 400             | ~55              | ~45                         | ~35            |
| 450             | ~50              | ~40                         | ~30            |
| 500             | ~45              | ~35                         | ~25            |
| 550             | ~40              | ~30                         | ~20            |
| 600             | ~35              | ~25                         | ~15            |
| 650             | ~30              | ~20                         | ~10            |
| 700             | ~25              | ~15                         | ~5             |

Photospectrometer: PerkinElmer Lambda 35 UV/Vis System  
National Institute Standards (NIST) calibrated.

**SEM of sintered colloidally processed BruxZir® zirconia**

JEOL 10kV x20,000 L01 F1 L01

**SEM of sintered isostatically pressed zirconia**

JEOL 10kV x20,000 L01 F1 L01

The 50% smaller average grain size of BruxZir zirconia improves its physical properties.

**BruxZir® Zirconia** exhibits higher light transmission, resulting in a more natural shade value.

**High Flexural Strength**

| Material                    | Flexural Strength (MPa) |
|-----------------------------|-------------------------|
| BruxZir® Solid Zirconia     | 1465                    |
| Prismark Clinical Zirconia® | 1200                    |
| IPS e.max® Press            | 400                     |

**Wear Compatibility**

| Material                 | Wear (μm³)  |
|--------------------------|-------------|
| Glazed IPS e.max         | 0.41 ± 0.15 |
| Glazed BruxZir® zirconia | 0.37 ± 0.23 |
| Natural Enamel           | 0.29 ± 0.12 |

**Antagonist Wear**

| Material                   | Volume (μm³) |
|----------------------------|--------------|
| Polished Ceramco® 3        | 110 ± 48     |
| Polished BruxZir® zirconia | 72 ± 21      |

Notice the natural color and translucency of BruxZir Solid Zirconia.

**Wear**

In a recent study<sup>1</sup> to measure the volumetric loss of enamel, glazed BruxZir zirconia was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

1. Wear of Enamel on Polished and Glazed Zirconia. Shah S, McNeilson C, Beck P, et al. 2010. Washington DC: AADR Abstract #129615.

BruxZir and Prismark Clinical Zirconia are trademarks of Glidewell Laboratories. Ceramco is a registered trademark of DENTSPLY Ceramco. IPS e.max is a registered trademark of Vivadent.

**BruxZir®**  
Solid Zirconia Crowns & Bridges



*See inside for the expanding list of  
Authorized BruxZir Laboratories*

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LEBANON JUNCTION KY  
PERMIT NO 468

*Patients prefer BruxZir® Solid Zirconia*

**BruxZir**  
Solid Zirconia Crown

Porcelain and  
Metal Crown

Gold Crown

Three dental photographs showing BruxZir solid zirconia crowns on teeth. The top image shows a porcelain and metal crown on a molar. The middle image shows a gold crown on a molar. The bottom image shows a solid zirconia crown on a molar. The background of the entire advertisement is dark brown.

GL-2557-01